

MONICA PELLICER

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EDUCATION

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM - CEM)

Marketing Bachelors Degree

1990 - 1995

Specialization in Digital Marketing

WORK EXPERIENCE

Consultant of Communication in Digital Media

Behind The Pixel, Mallorca, Spain.

2011 - today

Design and implementation of communication strategies in digital media.

Our main clients are travel agencies, tour operators, musicians, shoe designers and museum designers. We develop ideas, digital files and concepts for online communication and online sales in three languages, English, Spanish and Chinese.

Local Communication Coordinator

Futura Networks. México, México.

2009 - 2011

Create content, and communication strategies for corporate communication with online and offline media.

Consultant of Interactive Communication

Yerbabuena. Mallorca, Spain.

2008 – 2009

Website design in three languages: English, Spanish and German for a local organic grocery store. Design, development and deployment of online communication strategies.

Advertisement Designer

OSHO International Meditation Resort. Pune, India.

2004 - 2008

Design advertisements and posters using Photoshop, Illustrator, InDesign and Publisher for the programme of the venue.

Operations Officer

Ultratecnia

2001 - 2004

Coordinate a team of 15 professionals in different areas such as: copywriters, designers and web developers to create innovative online experiences.

Copywriter and multimedia designer

Televisa

2001 - 2004

Website design, multimedia design and content for tv channels

RELATED EXPERIENCE

JL Industrias Asociadas

Translator**1996 - 1997**

Translated technical construction manuals from Spanish to English for a construction product.

Lottusse

Translator**2012**

Translated corporate information from Spanish to English for an online shoe store.

MacDonalds Florida

Translator**2003**

Translated online games from English to Spanish

LANGUAGES

Spanish – native language

English – speak and write with high proficiency